Glu Mobile Activates Users Who Make 2.6x More In-App Purchases

Glu Mobile is a top mobile game publisher with over 80 iOS titles, including early success with licensed brands such as Guitar Hero and Deer Hunter. Glu also has blockbuster original titles such as Gun Bros. Upon its release, Gun Bros quickly climbed to #5 overall in the App Store.

Glu chose Flurry’s Re-Engagement solution to increase Gun Bros’ number of engaged, spending users. The campaign, targeting lapsed users of Gun Bros, showed ad units encouraging users to come back and try new features and content that had since been added to the game. Statistically, when users who have familiarity with an app choose to return when prompted, they become the app’s most loyal users. The Gun Bros campaign was highly successful.

Flurry’s Re-Engagement campaign for Gun Bros attracted high-quality users that made more in-app purchases. Compared to the average user, users activated by Flurry Re-Engagement were 77% more likely to make a purchase. Additionally, these users made 2.6 times as many in-app purchases compared to the average user.

In total, Glu achieved a 230% return on investment from their Re-Engagement campaign spend.